

## **Main Street Reisterstown Program Minutes**

**Location/Date:** Reter's Crabhouse, Reisterstown - February 19, 2013

**Attendees:** Amy Mantay, Mary Molinaro, Calvin Reter, Kevin Kowitz, Tony Baysmore, Jimmy Roberts, Paul Davolos, Pat Brooks, Ernie Schmidhauser, Irwin Kramer, Kathy Gambrill, Kinsey Gill, Lisa Doyle, Dan Carey, Officer Willis, Glenn Barnes, Brad Reter

Amy gave a quick overview of the activity since last week. She would like to get the list of questions each committee has discussed at their meetings. As an example, she said she asked Laurie Hay from the Economic Development department of the county who plans to attend the morning meeting. She suggested, "what they see as their niche?" It has been antique row in the past but is it evolving?

Paul said that **Economic Restructuring** has an email discussion and thought of the following:

1. Why are you here at this morning meeting with your business?
2. What are your challenges?
3. Are you planning to expand (is so, when and if not, why not)?
4. What other businesses would you like to see on Main Street?
5. What would you like to do that would draw customers to Main Street?

Irwin said the **Design** committee has not met yet. He said that they didn't have specific questions. However, from walking around to meet people and promote the meeting, he felt that the morning meeting needs to be run efficiently and be structured so that attendees left with a good understanding of the purpose of this committee and applying for Main Street MD. How will that benefit them? Amy said that is her plan and it will be for the purpose of getting input on "how can we help the business owner?" Lisa is attending the meeting for the first time and wants to participate with this committee.

Mary said that the next **Organization** meeting will be held at 6:30pm before the Bloomin' Artfest meeting Thursday February 21<sup>st</sup> which starts at 7pm at Long & Foster since everyone on the committee is also working on the festival planning. They will develop the questions and forward them to Amy.

Glenn said that Calvin agreed to chair the **Promotion** committee. Glenn suggested Amy make use of the 10 reasons to visit Main Street that were putting on the home page of the Reisterstown pages on the County Website. He also suggested that she check that the links have been completed promoting the upcoming events. When he clicked, it went to a blank page. Amy will check with Jen after the meeting. Calvin commented that based on his talk around Main Street he is optimistic that we will have a good turnout. He also suggested that everyone on the committee who attends wear name tags and wait to be seated until all the attendees have been seated.

**Clean, Safe & Green** committee met before our meeting and they had a handout about crimes in the area. They did spend time talking about the clean and green aspect of the committee today . They discussed properties that appeared in disrepair and/or abandoned. Mary said that Chartley will be participating in the April Clean Stream event and was wondering if there is a special day for Main Street Spring Clean Ups. If not, can we consider an event where we all come together for clean up of Main Street (working with property owners) preferably before the May 11<sup>th</sup> Bloomin'ArtFest event. We may even be able to have the Franklin Garden Club fill the Main Street planters to add to the beauty. Dan said the committee will discuss organizing such an event. Pat suggested as a source of information to the group to provide a pamphlet for "who to call if the lamplight goes out in front of my store?" Mary shared with the group a flyer that was given to her at a recent meeting with the Code Enforcement Department in the County. A suggestion was made to provide that information on the website.

Amy discussed the website and said that a Contact page has been added so people can send a comment or ask a question. All print materials will be made available on the website.

Amy asked everyone to be sure and send her their 3 questions by Friday; so, she can come up with a few specific ones for the meeting. She discussed the part of her agenda reviewing the Outreach Strategy:

#### **Press Release**

Baltimore County – meeting with Fronda this past week – the Press Release will go out either at the end of next week or the 1<sup>st</sup> of the following week. It reaches far and wide with radio, newspapers, etc.

#### **Newspaper**

Weekly articles in Patch – Amy will talk with Marc this week. She will also contact Jacob deNobel with the Community Times.

#### **Mailing for March 7<sup>th</sup> Meeting**

Property & business owners – done. Amy said the letter went out either last Friday or today to business and property owners using the information gathered before from other databases and state website inviting them to the March 7<sup>th</sup> Kick Off meeting. Paul asked if can get a copy of the letter so we know what it said.

#### **Flyers for March 7<sup>th</sup> meeting**

Community-wide distribution

Amy brought both color and black & white flyers so that we could all take a few and distribute them throughout the community. She also had some posters which people can take to have posted in businesses' windows.

**Targeted outreach**

Business/property owners

One-on-one meetings – for February 26<sup>th</sup> meeting

Brochure (Amy)

Morning event

Tuesday, February 26<sup>th</sup> @ 8:00am

Location: Bubba's Deli

Agency Representatives (Amy)

State

Local

**Kick-off Meeting**

Thursday, March 7<sup>th</sup> @ 6:30pm

Location: Trinity Lutheran Church

Glenn said that a couple of weeks ago Vicki Almond suggested that she meet with some of the property owners that are particularly dilapidated to see what if any plans they have for the property. He hopes that may occur before the March 7<sup>th</sup> Kick Off Meeting. It was echoed by several people at the meeting that it is critical to get the property owners involved in this process. It was mentioned that their lack of involvement has stalled progress in past efforts.

Tony reminded everyone to come to the Reisterstown Improvement Association meeting tonight which focuses on the issues discussed at the morning meetings at Reters. Kathy handed out a few membership applications to those who wanted to join.

Brad spoke to the group about a visit he had to Berlin MD when he was last down at Ocean City. He thought it could be a good model for us to follow. He said it was highly promoted as a place to visit and he found it quaint and charming. They have many activities particularly around holidays to bring people to their Main Street. He spoke about "how to attract people to visit," and "how to overcome the hurdle of property owners not interested in doing anything."

Mary shared a document that Jimmy sent the link to her for review. The title of the document is "When Main Street is a State Highway" and while she hadn't read it thoroughly commented that it was particularly to us since 140 is a state highway. Amy said she has read the document. The link to the document is <http://sha.md.gov/ohd/MainStreet.pdf>. One reason he was attracted to the document is because he noticed the cover page for Chapter 6 (page 44) is a photograph of the corner of Reisterstown Road and Cockeysmill Road showing the Ski Hut and the sign for Historic Reisterstown.

Paul spoke about the last economic development committee the Chamber held to which they invited Carolyn Eichler. She is a long time community member, past business owner, past chair of the same committee and past President of the Chamber. He said she did not speak optimistically about our efforts as they had trouble when working on the same issues years ago. She emphasized the importance of

getting the property owners involved. The second item she said it that sometime, somewhere there needs to be developed a vision.

Lisa suggested that this vision has to include more than just businesses and sell the value of the historic nature of the area including homes, schools and churches. All of these aspects fit together for the historic nature.

Amy said that after the March 7<sup>th</sup> meeting we can talk about a strategy “by blocks” working with the Design committee to bring the property owners into the planning.

The next meeting will be held at Reter’s Crabhouse, Monday, February 25, 2013 at 10am.